## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE.

APPLICANT: Stephen Lawrence et al.

APPLICATION NO.: 10/749,434

FILING DATE: December 31, 2003

TITLE: Method and Systems for Improving a Search Ranking Using

Article Information

EXAMINER: Paul Kim

GROUP ART UNIT: 2161

CONFIRMATION NO.: 9581

ATTY. DKT. NO.: 24207-10095

## CERTIFICATE OF ELECTRONIC (EFS-WEB) TRANSMISSION

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Dated: September 15, 2011 By: /Christopher King/

Christopher P. King, Reg. No. 60,985

## INFORMATION DISCLOSURE STATEMENT Under 37 CFR §§ 1.56 and 1.97-98

SIR:

Pursuant to the provisions of 37 CFR §§ 1.56 and 1.97-98, enclosed herewith is modified form PTO/SB/08A listing references for consideration by the Examiner.

The filing of this Information Disclosure Statement shall not be construed as a representation regarding the completeness of the list of references, or that inclusion of a reference in this list is an admission that it is prior art or is pertinent to this application, or that a search has been made, or as an admission that the information listed is, or may be considered to be, material to patentability, or that no other material information exists, and shall not be construed as an admission against interest in any manner.

This Information	Disclosure	Statement	is	being	fil	ed	ŀ
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within three months of the filing date of the application, or date of entry
into the national stage of an international application, or before the mailing
date of a first office action on the merits, whichever event last occurred;

Ш	before the mailing of a first official action after the filing of a request for						
continued examination (RCE) under 37 CFR § 1.114;							
$\boxtimes$	after th	after three months of the filing date of this national application or the date					
	of entr	of entry of the national stage in an international application, or after the					
	mailing	mailing date of the first official action on the merits, whichever event last					
	occurr	ed, but	before the mailing date of the first to occur of either: (1) a				
	final a	final action under 37 CFR §1.113; or (2) an action that otherwise closes					
	prosec	prosecution in the application, and:					
	attached hereto is the fee set forth under 37 CFR §1.17(p) for						
		subm	ission of this Information Disclosure Statement under 37				
		CFR.	R.§ 1.97(c); OR				
		Appli	Applicant certifies pursuant to 37 CFR § 1.97(e) that:				
			each item of information contained in this Information				
			Disclosure Statement was first cited in a communication				
			from a foreign patent office in a counterpart foreign				
			application not more than three months prior to the filing of				
			this Statement; OR				
			no item of information contained in this Information				
			Disclosure Statement was cited in a communication from a				
			foreign patent office in a counterpart foreign application				
			and, to the knowledge of the person signing this				
			certification after making reasonable inquiry, no item of				
			information contained in this Statement was known to any				
			individual designated under 37 CFR § 1.56(c) more than				
			three months prior to the filing of this Statement;				
	on or	before	the payment of the issue fee but after the mailing date of the				
	first to occur of either: (1) a final action under 37 CFR § 1.113; (2) a						
	notice of allowance under 37 CFR § 1.311; or (3) an action that otherwise						
	closes prosecution in the application, and:						
		Appli	Applicant certifies pursuant to 37 CFR. § 1.97(e) that:				
			each item of information contained in this Information				
			Disclosure Statement was cited in a communication from a				
			foreign patent office in a counterpart foreign application				
			not more than three months prior to the filing of this				
			Statement:				

			no item of	f information contained in this Information		
			Disclosur	e Statement was cited in a communication from a		
			foreign pa	tent office in a counterpart foreign application		
			and, to the	e knowledge of the person signing this		
			certification	on after making reasonable inquiry, no item of		
			informatio	on contained in this Statement was known to any		
			individual	designated under 37 CFR § 1.56(c) more than		
			three mon	ths prior to the filing of this Statement; AND		
		attach	ed hereto is	the fee set forth under 37 CFR §1.17(p) for		
		submi	ssion of thi	s Information Disclosure Statement under 37		
		CFR.	§ 1.97(d); O	R		
	_	contained in	his Informa 37 CFR § 1	issue fee. Applicant requests that the information tion Disclosure Statement be placed in the file .97(i), although the information may not be D.		
П		This application relies, under 35 U.S.C. § 120, on the earlier filing date of prior				
_				, and the references cited therein are		
		hereby referenced, but are not required to be provided in this application under 3				
	CFR §					
П		. ,	tion contain	ned in this Information Disclosure Statement was		
	cited in and the § 1.56(c	a communica communicati	ation from a on was not hirty days p	foreign patent office in a counterpart application received by any individual designated in 37 CFR prior to the filing of this Information Disclosure		
				Respectfully submitted,		
	Dated:	<u>September</u>	15, 2011	/Christopher King/ Christopher P. King, Reg. No. 60,985 Fenwick & West LLP Silicon Valley Center 801 California Street Mountain View, CA 94041 Tel.: (650) 335-7633 Fax.: (650) 938-5200		